



Life just isn't that simple anymore.

Today, people want a great tasting cigarette. They also want that cigarette to be low in "tar" and nicotine.

To make a cigarette that does both is not a simple job.

But nothing's simple anymore.

Through a very intricate blending process and a most modern filtering system, we've managed to lower the "tar" and nicotine content and still give you a cigarette that tastes like

a cigarette with full rich flavor for you to enjoy.

And you'll know it yourself the minute you taste...

Benson & Hedges.

Multifilter



Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

13 mg. "tar," 0.9 mg. nicotine, av. per cigarette, FTC Report, Mar. '74.

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"Road Signs"

Pg. 4/C B1.

TV Guide-Sept. 28, 1974

Wells, Rich, Greene, Inc.



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